



EASTER



ONLY until Saturday to select what is needed for Easter! We know the time is limited and shopping will be more or less hurried, but, we prepared in advance for such conditions as always arise at the last minute. Our Easter Opening has been the talk of El Paso, not alone on account of so many novel features introduced but the wealth of beautiful merchandise shown and the attractive prices we are quoting on it. For the balance of the week an extra effort will be made to supply your Easter needs best. There is nothing lacking—either from the standpoint of service or merchandise. You can rest assured that whatever you need will be entirely satisfactory if selected here. Among the many unusual Easter offers, the following are noted specially.

Easter Sale Ready-to-Wear

Our showing of ready-to-wear has been so greatly admired and so much talked about that we believe a mere statement of reductions will be all that you will care to read today. In addition to these specials in ready-to-wear, you will find that the higher type exclusive garments are most attractively priced.

Easter Sale of Tailored Suits

The special purchase of tailored suits has become somewhat depleted. To offset this, we have taken from our regular stock suits representing the same values as those purchased specially and marked them at the same radical reductions. From the following six lots any class of suit can be selected:

- \$15.00 Suits \$8.95
- \$16.50 Suits \$9.65
- \$29.50 Suits \$17.85
- \$32.50 Suits \$22.50
- \$39.50 Suits \$28.40
- \$50.00 Suits \$32.75

Easter Sale of Waists is also a big feature.

Easter Sale of Silk Dresses

The selling of silk dresses this week has been phenomenal. The three big special lots have been replenished, and the next three days satisfactory selection can be made from any one of them.

- LOT I—**
Foulard and Messaline Dresses worth to \$15.00; Sale Price \$9.95.
- LOT II—**
French Messaline and Foulard Dresses, only one of a kind mostly. Values to \$22.50; Sale Price \$14.85.
- LOT III—**
Taffeta, Changeable Messaline, Plain Messaline and Fancy Foulard Dresses, worth \$28.50 and \$30.00; Sale Price \$21.50.

Notion Specials

- Pearl Buttons worth to 25c a dozen; Extra Special tomorrow 10c
- Kid Hair Curlers, all colors, sell regularly 10c a bunch; special tomorrow 8c
- Iron Hair Curlers with wood protected handles, worth 10c each; special tomorrow 5c
- Darning Cotton, all colors; Extra Special tomorrow, 3 balls for 5c
- Adjustable Skirt Gauzes, each 25c

Toilet Articles

- 4711 Glycerine Soap, the 1-2 pound bars that are worth 35c each; special tomorrow 25c
- Face Chamois, the 10c kind; special tomorrow, 2 for 15c
- Colgate's Fancy Toilet Soap, regular price is 10c a bar; special tomorrow 7c
- Ricksecker's Cold Cream, the 50c size; special tomorrow 35c
- Newbro's Herpicide, the 50c size; special tomorrow 35c

Easter Sale of Ribbons

30,000 Yards of All-Silk Ribbons On Sale Beginning Tomorrow at About Half Price

We put on sale tomorrow morning, in the Ribbon Section, 30,000 yards of Easter Ribbons. Moire, Taffeta, Satin, Messaline and Glace Ribbons are included in this mammoth purchase. All the fashionable acid shades are shown—also, the beautiful flowered, Dresden, plaid and Pompadour Ribbons. Every width is included—for sashes, for the little girl's hair, for trimming hats, even for dress trimmings. Easter makes a big demand for ribbons—this sale will supply all that are needed at prices so low that you would be foolish not to take advantage of them. Five lots have been arranged, as follows. Sale begins tomorrow morning, in the Ribbon Section.

Lot 1

25c AND 35c RIBBONS 15c
These are Satin, Taffeta and Moire Ribbons, 3 to 5 inches wide. Almost every color is included. Regular prices are 25c and 35c a yard; Easter Sale price 15c

Lot 2

40c RIBBONS FOR 19c.
Taffeta, Moire, Satin and Liberty Ribbons, in white and all the new shades of light blue and pink. Widths from 4 to 6 inches, regular price 40c a yard; Easter Sale price is only 19 Cents

Lot 3

VALUES TO 45c FOR 23c
4 to 7-inch Ribbons—taffeta, satin and moire—in plaids, checks and flowered patterns. You will gain some idea of the magnitude of this lot when we tell you that it embraces more than 200 different styles of ribbons. Values up to 45c a yard; Easter Sale price 23c

Lot 4

50c RIBBONS FOR 29c
Extra Quality Ribbons, 5 to 7 inches wide, in fancy patterns and solid shades. Sell regularly at 50c a yard; Easter Sale price 29c

Lot 5

65c AND 75c RIBBONS 39c
Fancy Silk Ribbons, also plain color Taffeta, Satin, Messaline and Moire Ribbons. Widths 5 to 7 1/2 inches. Regular prices 65c and 75c a yard; Easter Sale price 39 Cents

Calisher's
J. Calisher Dry Goods Co. (Incorporated)



Marvels In Easter Millinery

The Millinery Section at Calisher's can be depended upon, during the next three days, to supply best what is needed for Easter. As formerly announced, we intend this to be our biggest millinery season. The millinery that has already been sold is proving our best advertisement. From every hat sold other sales have quickly followed. Some unusual values in the Millinery Section for the balance of the week are as follows:

A Marvel in \$5.00 Millinery

A stylish Easter hat for \$5.00 is what this special means. We place on sale tomorrow morning fully 300 stylish hats. They are elaborate flower effects on straw and hair braid shapes—medium, large and extra large. These hats are worth regularly \$7.50 to \$9.50; you now have choice for \$5.00.

Exquisite Exclusive Calisher Millinery

The beautiful dress hats we are showing are the wonder and admiration of feminine El Paso. And justly so, for these exquisite creations represent the best of two continents. Not only are they exquisite. They are also exclusive, and you may rest assured your hat will not meet its duplicate in the Easter parade. Although these are individual styles, their prices are unusually low.

Children's Hats—Values to \$1.75 for 98c

We also offer, the balance of the week, a big special in Children's and Misses' Hats. There are hundreds of nobby styles offered, in every imaginable kind of hat. This special is so unusual, and on account of the unusual activity in the Millinery Section, you will find these hats on sale in the Basement. Values range to \$1.75; special at 98c.

Extra Special—\$2.00 Veils for \$1.48

High Grade, Hemstitched Chiffon Veils. In black, white, pink, light blue, champagnes, helio, brown, violet, gray, taupe, navy blue and other desired shades. A new veil will soon be needed, so why not buy it now when you can get such an unusual value. Regular \$2.00 veils, an Extra Special tomorrow at \$1.48.

EXTRA SPECIALS TOMORROW IN THE NOTIONS SECTION.

Calisher's
J. Calisher Dry Goods Co. (Incorporated)

EXTRA SPECIALS TOMORROW IN TOILET ARTICLES.

WEDDINGS AND PARTIES TO BRIDES.

The marriage of Miss Ethel D. Fry, daughter of Mrs. G. P. Fry, to Henry F. Durkee will take place Saturday evening at the home of the bride, 1015 Boulevard. Rev. C. O. Beckman, of the First M. E. church will perform the ceremony.

Miss Nellie Tom Walthall was the inspiration for a "towel shower" Saturday afternoon at which Mrs. W. A. White was the charming hostess. The young bride elect was fairly deluged with numbers of beautiful hand embroidered towels. A unique amusement arranged by the hostess was an "advertisement" contest, in which Mrs. James Dunn was the fortunate prize winner. Delightful refreshments were served to the guests, who were: Mesdames G. M. Crombie, J. E. Bowen, Winston Pettus, Harris Walthall, L. H. Montmorency, Carlisle, A. L. Huntley, Ralph Loomis, Joseph Utt, T. C. Lea, James Dunn, W. F. Robinson, A. M. Walthall, L. White, C. E. Gardner, E. V. Harrison, A. R. Fall, C. C. Chase, John L. Dyer, James Primm, C. C. Ballinger, Dodson.

Sunday evening, at the parsonage of Trinity M. E. church, Miss Emma G. the hostess was an "advertisement" contest, in which Mrs. James Dunn was the fortunate prize winner. Delightful refreshments were served to the guests, who were: Mesdames G. M. Crombie, J. E. Bowen, Winston Pettus, Harris Walthall, L. H. Montmorency, Carlisle, A. L. Huntley, Ralph Loomis, Joseph Utt, T. C. Lea, James Dunn, W. F. Robinson, A. M. Walthall, L. White, C. E. Gardner, E. V. Harrison, A. R. Fall, C. C. Chase, John L. Dyer, James Primm, C. C. Ballinger, Dodson.

Holland and Claude Hendrickson were married by Rev. C. S. Wright. After a short visit here the young couple will go on to California to make their future home.

Mrs. Louis A. Cutshall entertained Friday evening in honor of her sister, Miss Ethel Fry, who will be married March 26. There were 20 women present. The house was decorated with potted plants and cut flowers, and guessing games were indulged in, after which refreshments were served.

CARDS.

Mrs. Armstrong will entertain a number of friends on Tuesday afternoon at bridge.

Miss Lillian Crawford was the charming hostess last week for the Thursday Bridge club. The artistic decorations were carried out entirely in green in honor of Ireland's patron saint. Three leaf clovers were used in profusion in the adornments, and the mints were also in the clover shape.

Hair and hands should be pretty on Easter, to match the pretty Easter dress and hat. Telephone us and make engagement for manicuring, shampooing or hairdressing. Elite Parlors, over Calisher's.

Buy Gulf Refining stove gasoline for automobiles. It's best by test.

REMOVAL SALE OF ALL RUBBER GOODS.

We Move Shortly—Until We Do We Offer All Rubber Goods at Liberal Discounts.

There's no economy in buying cheap rubber goods—they soon crack. But now you can buy rubber goods of the finest quality at the prices usually asked for the cheap grades.

We move shortly to 204 St. Louis street. Until we move we offer reduced prices on our entire line of rubber goods—hot water bags, syringes, atomizers, cushions and all things in rubber carried by a first class drug store. Consider carefully all your needs and supply them now, while we are making liberal discounts on all rubber goods in stock.

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ARRESTED AT PLAZA.

A. M. Ginsbury was arrested at San Jacinto plaza corner today by patrol.

man Walter Williams on the charges of obstructing the street and trotting his horse across the plaza corner.

GET READY FOR SPRING

By asking us for an estimate on your painting and decorating now. It will save you the worry of waiting during the rush season, and give us the opportunity of doing it properly before the sun becomes too hot.

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